

ORDER



| | | |
|---------------|----------------------|---------------------|
| Orders | Order / Rev: | 707462 |
| | Alt Order #: | 06283234 |
| | Product Desc: | OBAMA SCHED C |
| | Estimate: | 1617 |
| | Flight Dates: | 08/20/12 - 08/31/12 |
| | Original Date / Rev: | 09/23/12 / 09/23/12 |
| | Order Type: | Political |

WUSA

| | |
|---------------|------------|
| Primary AE: | Aaron Ashe |
| Sales Office: | T-WAS |
| Sales Region: | NAT |

| | | |
|---------------|------------------|-------------------------------------|
| Agency | Name: | Greer Margolis Mitchell/ Pol |
| | Buying Contact: | |
| | Billing Contact: | |
| | | 3050 K St NW |
| | | Washington, DC 20007 |

| | |
|--------------------|-----------|
| Billing Type: | Cash |
| Billing Calendar: | Broadcast |
| Billing Cycle: | WEEKLY |
| Agency Commission: | 15% |

| | | |
|-------------------|----------------|--------------------------------------|
| Advertiser | Name: | Obama/D/President |
| | Demographic: | A35+ |
| | Product Codes: | PL-Presidential,Political,PL-Federal |
| | Priority: | P-5 |
| | Revenue Codes: | AGY, GEN, POL |

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 08/20/12 | 08/26/12 | 55 | \$51,000.00 | \$43,350.00 |
| 08/27/12 | 09/02/12 | 52 | \$50,200.00 | \$42,670.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|------------|---------------------|--------------------|-------------|
| August 2012 | 55 | \$51,000.00 | \$43,350.00 | 0.00 |
| September 2012 | 52 | \$50,200.00 | \$42,670.00 | 0.00 |
| Totals | 107 | \$101,200.00 | \$86,020.00 | 0.00 |

Account Executives

| | | | | |
|-------------------|--------------|--------------|-------------------------------|---------|
| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
| Aaron Ashe | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------------------------|-----------|-------------------|-----------------|---------------------|-----------------------|-----------------------------|---------------------------|---------------|-------------|-------------------------|-----|------------|-------------|-------|-------------|
| 1 | WUSA | 08/20/12 | 08/31/12 | DT Soaps | CM | 9a-3p (12:30 PM-3:00 PM) | MTWTF-- | :30 | 18 | \$1,000.00 | P-2 | 0.00 | NM | 38 | \$36,000.00 |
| CBS SOAPS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| Week: | | 08/20/12 | 08/26/12 | MTWTF-- | | | 18 | | \$1,000.00 | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | NUSA | 08/20/12-08/26/12 | | DT | 9a-3p | | (12:30 PM-3:00 MTWThF---- | :30 | | (\$1,000.00) | | 0.00 | NM | | |
| See MG 1.37, 1.38, 1.39, 1.40 | | | | | | | | | | | | | | | |
| [NA] | | | | | | | | | | | | | | | |
| 5 | NUSA | 08/20/12-08/26/12 | | DT | 9a-3p | | (12:30 PM-3:00 MTWThF---- | :30 | | (\$1,000.00) | | 0.00 | NM | | |
| See MG 1.37, 1.38, 1.39, 1.40 | | | | | | | | | | | | | | | |
| [NA] | | | | | | | | | | | | | | | |
| 37 | NUSA | 08/20/12-08/24/12 | | 3-4p | 3-4p | | MTWThF---- | :30 | | \$500.00 | | 0.00 | NM | | |
| Ⓜ MG for 1.1, 1.5 | | | | | | | | | | | | | | | |
| 38 | NUSA | 08/20/12-08/24/12 | | 3-4p | 3-4p | | MTWThF---- | :30 | | \$500.00 | | 0.00 | NM | | |
| Ⓜ MG for 1.1, 1.5 | | | | | | | | | | | | | | | |
| 39 | NUSA | 08/20/12-08/24/12 | | 3-4p | 3-4p | | MTWThF---- | :30 | | \$500.00 | | 0.00 | NM | | |
| Ⓜ MG for 1.1, 1.5 | | | | | | | | | | | | | | | |
| 40 | NUSA | 08/20/12-08/24/12 | | 3-4p | 3-4p | | MTWThF---- | :30 | | \$500.00 | | 0.00 | NM | | |
| Ⓜ MG for 1.1, 1.5 | | | | | | | | | | | | | | | |
| Week: | | 08/27/12 | 09/02/12 | MTWTF-- | | | 18 | | \$1,000.00 | 0.00 | | | | | |
| 2 | WUSA | 08/20/12 | 08/31/12 | 3-4p The Doctors | CM | 3-4p | MTWTF-- | :30 | 5 | \$600.00 | P-2 | 0.00 | NM | 10 | \$6,000.00 |
| THE DOCTORS | | | | | | | | | | | | | | | |

Order / Rev: 707462
 Alt Order #: 06283234
 Flight Dates: 08/20/12 - 08/31/12

Advertiser: Obama/D/President
 Product Desc: OBAMA SCHED C
 Estimate: 1617

WUSA

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|-----------|-------------------|-----------------|--|-----------------------|----------------|-----------------|---------------|-----------------------|------------|------------|-------------|--------|-------|--------------|
| 2 | WUSA | 08/20/12 | 08/31/12 | 3-4p The Doctors | CM | 3-4p | MTWTF-- | :30 | 5 | \$600.00 | P-2 | 0.00 | NM | 10 | \$6,000.00 |
| THE DOCTORS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | MTWTF-- | 5 | | \$600.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | | |
| 1 | NUSA | 08/20/12-08/26/12 | | 3-4p | 3-4p | | MTWThF---- | :30 | (\$600.00) | | 0.00 | NM | | | |
| See MG 2.11 [Due to Local Special Report] | | | | | | | | | | | | | | | |
| 11 | NUSA | 08/23/12-08/23/12 | | 3-4p | 3-4p | | ---Th----- | :30 | \$600.00 | | 0.00 | NM | | | |
| Ⓜ MG for 2.1 08/20 | | | | | | | | | | | | | | | |
| Week: | | 08/27/12 | 09/02/12 | MTWTF-- | 5 | | \$600.00 | | 0.00 | | | | | | |
| 3 | WUSA | 08/20/12 | 08/31/12 | 4-5p Dr. Phil | CM | 4-5p | MTWTF-- | :30 | 10 | \$800.00 | P-2 | 0.00 | NM | 19 | \$15,200.00 |
| DR PHIL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | MTWTF-- | 10 | | \$800.00 | | 0.00 | | | | | | |
| Week: | | 08/27/12 | 09/02/12 | MTWTF-- | 10 | | \$800.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | | |
| 14 | NUSA | 08/27/12-09/02/12 | | 4-5p | 4-5p | | MTWThF---- | :30 | (\$800.00) | | 0.00 | NM | | | |
| Unresolved [Due to special report] | | | | | | | | | | | | | | | |
| 4 | WUSA | 08/20/12 | 08/31/12 | 9 News Tonight 7p 9 News Tonight 7p | CM | 7-730p | MTWTF-- | :30 | 5 | \$1,200.00 | P-1 | 0.00 | NM | 10 | \$12,000.00 |
| 9 NEWS TONIGHT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | MTWTF-- | 5 | | \$1,200.00 | | 0.00 | | | | | | |
| Week: | | 08/27/12 | 09/02/12 | MTWTF-- | 5 | | \$1,200.00 | | 0.00 | | | | | | |
| 5 | WUSA | 08/20/12 | 08/31/12 | CBS This Morning CBS This Morning | CM | 7-9a | MTWTF-- | :30 | 10 | \$350.00 | P-2 | 0.00 | NM | 20 | \$7,000.00 |
| CBS THIS MORNING | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | MTWTF-- | 10 | | \$350.00 | | 0.00 | | | | | | |
| Week: | | 08/27/12 | 09/02/12 | MTWTF-- | 10 | | \$350.00 | | 0.00 | | | | | | |
| 6 | WUSA | 08/20/12 | 08/31/12 | Entertainment Tonight Entertainment Tonight | CM | 730-8P | MTWTF-- | :30 | 5 | \$2,500.00 | P-1 | 0.00 | NM | 10 | \$25,000.00 |
| ET | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | MTWTF-- | 5 | | \$2,500.00 | | 0.00 | | | | | | |
| Week: | | 08/27/12 | 09/02/12 | MTWTF-- | 5 | | \$2,500.00 | | 0.00 | | | | | | |
| | | | | | | | | | | | | | Totals | 107 | \$101,200.00 |